

ABSTRACT

**CLOSED-LOOP SYSTEM FOR DISPLAYING PROMOTIONAL EVENTS AND
GRANTING AWARDS FOR ELECTRONIC VIDEO GAMES**

5 The present invention provides a closed-loop system that allows the operator of
video gaming machines or other systems to define promotional events for the particular
machines or systems, monitor the activity of the particular machines or systems, and
grant awards. More specifically, the promotional events may include scheduling
information, winning criteria and awards. During the period of time that the promotional
10 event is active, the activity of the machine or system is monitored to determine if the
winning criteria has been satisfied. If the winning criteria are satisfied, information
pertaining to event is recorded. The present invention is applicable to a variety of
embodiments including video poker machines, black jack machines or other gaming and
gambling machines, as well as other systems that include a display mechanism and an
15 activity that can be monitored.